Thank you for taking the time to consider renewing or becoming a 2020 Benefactor.

Our Chapter spans two states and is comprised of six city centers and five campus centers with over 665 members. In 2019 our Chapter experienced growth in membership, added yet another new Campus Center, Queens University, and held over 34 events across the Carolinas; enhancing the personal connection within our design community. Our events provide social, philanthropic, and educational opportunities, but most importantly they promote great design in the Carolinas by facilitating knowledge sharing, advocating for interior designers, and elevating the profession, none of which would be possible without your support.

Our philanthropic efforts continue to positively impact local charities during the month of May. This year, our six City Centers donated over $7,000 to local charities as well as assembling over 40 pairs of shoes and 9 custom dog houses.

This past June, your valuable contributions enabled our Chapter to assist two students with travel to attend the annual student charrette hosted by IIDA HQ in Chicago in conjunction with NeoCon. We were thrilled to provide students from each of our newest Campus Centers, Western Carolina University and Queens University the opportunity to attend and grow their skills during the charrette. For the second year in a row, one of our Carolinas Chapter students won first place! We continue to prove to all of our members and IIDA network the absolute quality of designers in the Carolinas! We hope to continue supporting our students’ attendance to this charrette annually.

Also in June, our Chapter leadership attended the Chapter Leadership Council at IIDA HQ in Chicago and were excited to have been awarded the Bronze Chapter Award for our exceptional growth in membership. We showed a 43.9% growth in new recruited members and a 30.7% growth of student members over the course of a year, with an annual retention rate of 70.6%. We plan to continue this momentum and further enhance our programs to retain members while impacting the Future of Design.

For the third year in a row, our Chapter hosted our annual DesignWorks awards competition in April 2019. Previously this occurred bi-annually. Our members met this opportunity by submitting over 94 projects into 18 award categories. We hope for a continued high submission rate and participation among the design community in the spring of 2020 when DesignWorks and our Annual Meeting will be held April 3rd at Byron’s South End in Charlotte, NC. Designworks and our Annual Meeting reflect the dedication to quality design throughout our Chapter, and enable us to come together and celebrate individuals, projects, firms, dealerships, industry reps, educators, students, and all other contributors to our collective design community.

In addition to our average of 21 CEU presentations every year, your contributions enable us to invest in our young professionals in an impactful way by providing the means to successfully sit for the NCIDQ exam. For the fourth year in a row, your support enabled our Chapter to offer a free NCIDQ prep course to our members in the spring of 2019. Over three days, our members received over 20 hours of intensive training and preparation for the practicum portion of the exam, a valuable benefit.

Our Chapter continues to set the bar high for design standards across the Carolinas in an effort to positively impact the Future of Design. We hope you’ll help us continue this momentum by joining our IIDA Carolinas Chapter community where we can share our passion for great design, a strong community, and a commitment to high standards of education with you and our members.

Sincerely,

Emma Maltba, Assoc. IIDA, LEED AP
IIDA Carolinas Chapter, President 2019-20
BOARD OF DIRECTORS | CAROLINAS CHAPTER 2019-2020

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Assoc. IIDA, LEED AP

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Assoc. IIDA, LEED Green Associate

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VP OF ADVOCACY
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CID, IIDA, ASID, CDT, LEED BD+C

VP OF MEMBERSHIP
Stacey Brock
IIDA, NCIDQ

VP OF STUDENT AFFAIRS
Shelly Garren
Assoc. IIDA

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CHARLOTTE: Alanea Kriete, Assoc. IIDA and Kelsey Bixler, Ind. IIDA

COLUMBIA: Ana Amormino, IIDA, NCIDQ, AUID

COASTAL: Will Cannon, Assoc. IIDA

TRIAD: Hillary Powers, Assoc. IIDA and Crystal Stark, Ind. IIDA

TRIANGLE: Elisa Christopher, Assoc. IIDA and Rene Haithcox, Ind. IIDA

UPSTATE: Haley Baldwin, Assoc. IIDA and Anna Mangione, Ind. IIDA

FORUM DIRECTORS

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Evan Rhodes, Ind. IIDA
Matt Woods, Ind. IIDA
Whitlie Nock, Ind. IIDA

PAST PRESIDENT
Amanda Wade, IIDA, LEED AP ID+C

CAMPUS CENTERS

APPALACHIAN STATE UNIVERSITY
Faculty Advisor: Alex Poorman, IIDA
Campus Center Director: Julia Walker, Student IIDA

HIGH POINT UNIVERSITY
Faculty Advisor: Cathy Hillenbrand-Nowicki, Edu. IIDA, IDEC, CIDA
Campus Center Director: Jon Cardona, Student IIDA

UNIVERSITY OF NORTH CAROLINA GREENSBORO
Faculty Advisor: Asha Kutty
Campus Center Director: Alexander Nguyen, Student IIDA

WESTERN CAROLINA UNIVERSITY:
Faculty Advisor: Shelby Hicks, M.F.A., IIDA, NCIDQ, LEED Green Associate
Campus Center Director: Kendall Walker, Student IIDA

QUEENS UNIVERSITY:
Faculty Advisor: Bill Furman, IDEC, IIDA
Student Advisor: Miranda Dechant, Student IIDA

DIRECTOR OF FINANCE:
King Bostrom, Ind. IIDA

DIRECTOR OF INDUSTRY RELATIONS:
Rachel Pound, IIDA, NCIDQ

DIRECTOR OF ADMINISTRATION:
Susan Case, IIDA, LEED AP

DIRECTOR OF GRAPHICS AND BRANDING:
Hannah Downs, Assoc. IIDA

DIRECTOR OF SOCIAL MEDIA:
Chelsea Harrell, IIDA

DIRECTOR OF ADVOCACY:
Elizabeth Pyle, IIDA
WHO WE ARE

We are the Interior Design association with global vision and community impact. We bring smart, inspired design to the Carolinas, elevating the human experience through creativity, education, problem-solving, and connection through designs that address the health, safety, and welfare of occupants.

WHY WE EXIST

Our vision is happier, healthier living through superior elevated design. Designers bring together a broad skillset to enhance our clients’ quality of life, and we advance the work and culture of Interior Design through shared knowledge.

WHAT WE DO

IIDA Carolinas serves established designers, growing firms, passionate students, and our communities. Our organization enhances the craft of design through leadership, advocacy, and community partnership.

We provide a support network which connects members to peers, mentors, and clients. We facilitate learning, connection, and inspiration with regular professional development programs and monthly member events, with the goal of sharing knowledge and facilitating career advancement.

We serve as the bridge between the Interior Design industry and the public, leading with innovative vision to address changing commercial and cultural needs such as greater sustainability and universal accessibility. We strive to implement creative, inclusive design solutions that positively impact the health and wellbeing of people’s lives and work.

We promote a human-centric culture of philanthropy and community, helping members and their businesses give back in meaningful, effective ways that support important causes.

ADVANCING INTERIOR DESIGN

The Carolinas Chapter of the International Interior Design Association (IIDA) supports the work, vision, and culture of our Interior Design industry, with a focus on commercial Interior Design. We elevate creativity and professionalism through member education, and help careers thrive in a supportive, innovative community.

IIDA Carolinas understands the importance of creating an environment where Interior Designers of all backgrounds can learn, connect, and succeed.

This is where passion for Interior Design meets real-world opportunity.
JANUARY – PLANNING
With ice storms, and many holiday activities in the preceding months, January provides time to regroup and focus on the year ahead.

FEBRUARY – STUDENT DESIGN DAYS
Our city centers hosted a variety of firm tours, portfolio reviews, panel discussions and trade shows with a total of 340 attendees from across the Carolinas. Additionally with the support of our Benefactors, the Chapter hosted a weekend-long NCIDQ prep course for our members.

MARCH – CEU
With the support of our event sponsors and presenters, we offered 7 CEU's in the month of March to a total of 138 attendees.

APRIL – ANNUAL MEETING + DESIGNWORKS
We held our Annual Meeting in Columbia, SC for 175 attendees. We also hosted our Chapter’s DesignWorks award competition with over 72 project submissions across 15 categories. Attendees enjoyed comedy by our event emcee and a Hospitality CEU from Airbnb designer Rebecca Fairman.

MAY – PHILANTHROPY
The Carolinas Chapter raised and donated over $7,000, created 40 pairs of shoes and donated countless hours to benefit a variety of charities with the support of our Benefactors, Sponsors and attendees.

JUNE – NEOCON / PLANNING
NeoCon provides the opportunity for attendees to see new products and assess trends for the year ahead. Our Chapter President and President-Elect utilized this opportunity to thank our Benefactors with Instagram posts promoting their latest product introductions at NeoCon. We sent two students (one from WCU and one from ECU) to the Student Charette at NeoCon and one of the students was on the winning team!

JULY – BOARD RETREAT
Over three days, our Chapter hosts an annual retreat to induct the new Board of Directors. This time together allows us to plan for the year ahead, train new Board Members in their roles and provide valuable team building to promote growth and unity.

AUGUST – SUMMER SOCIALS / CEUs
The Carolinas Chapter held 5 networking events for IIDA members and supporters. Over 315 guests attended across the chapter.

SEPTEMBER – CEUs
With 2019 being a reporting year, 200+ members and guests attended our 8+ CEU events in September to get in those last credits needed for membership and certificate renewal requirements.

OCTOBER – FORUM
Soley sponsored by our annual Benefactors, we held the Chapter-wide Healthcare Forum in Asheville, NC and discussed Flexibility in Design and explored the meaningful use of flexibility across multiple layers for facilities. The chapter also provided free head-shots for attendees.

NOVEMBER – PLANNING
With the holidays quickly approaching, November provides time for city centers to finalize details and plans for upcoming Holiday socials.

DECEMBER – HOLIDAY SOCIALS
Our Chapter hosts 6 fun filled social events for the holidays in our City Centers, many which include a charitable component.

THANKS TO OUR SUPPORTERS

WE HAD A BUSY 2019 AND WE’RE LOOKING FORWARD TO WHAT 2020 WILL BRING!

BENEFACTOR CAMPAIGN 2020

BENEFACTOR CAMPAIGN 2020
BENEFACTOR CAMPAIGN 2020

CAMPUS CENTERS

Queens University of Charlotte
High Point University
Appalachian State University
UNC Greensboro
Western Carolina University

BECAUSE OF YOUR SUPPORT

With the generous support of our Benefactors, our Chapter was proud to be able to provide funding to help send one student from Western Carolina University and one student from Queens University to Chicago to participate in the IIDA NeoCon Student Charette. One of the students was on the team who took FIRST PLACE, making this the second year in a row that a Carolinas Chapter student was a part of the winning team!

“This was my first experience participating in a design charette, and all I can really say is that it is simultaneously exciting and terrifying. We were given 6 hours to design an educational space that is suitable for different study habits. My group included some incredibly talented designers that were great to work with, and we were able to finish our design with enough time to prepare for a short presentation. We were the last group to present, which was nerve-wracking, but I am proud to say that it was my group that took home first place this year. I look forward to sharing my experience with my classmates and professors, and to hopefully be involved in more charettes in the future!”

Kaitlyn James, Student IIDA
Western Carolina University
## 2019: CHAPTER AT A GLANCE

### Carolinas Chapter Members

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
<th>Members</th>
</tr>
</thead>
<tbody>
<tr>
<td>Affiliate / Honorary</td>
<td>1%</td>
<td>2</td>
</tr>
<tr>
<td>Industry / Dealer</td>
<td>21%</td>
<td>148</td>
</tr>
<tr>
<td>Associate</td>
<td>23%</td>
<td>160</td>
</tr>
<tr>
<td>Professional</td>
<td>27%</td>
<td>187</td>
</tr>
<tr>
<td>Students + Educators</td>
<td>28%</td>
<td>172</td>
</tr>
</tbody>
</table>

We have 686 members in total.

### States

- **2** States

### City Centers

- **6** City Centers

### Campus Centers

- **5** Campus Centers

### Designers

50% of the membership (Associates + Professionals) make up designers.

### Bronze Award

We are one of the fastest-growing and most active regional IIDA Chapters. Our Chapter was honored to receive a Bronze Award in 2019 from IIDA HQ for our impressive growth in membership in the past year.
Charitable Contributions Since 2014: OVER $46,000 in addition to TIME, FOOD, and ASSORTED ITEMS DONATED.

51 TOTAL EVENTS

- 24 Networking Events
- 23 Educational Events
- 2 Chapter-wide Forums
- 1 Award Ceremony (72 Entries)
- 1 NCIDQ Prep Course

Social Connections

- LinkedIn: 865
- Instagram Followers: 1,159
- Facebook: 833
  - Charlotte: 168
  - Coastal: 270
  - Columbia: 194
  - Triad: 340
  - Triangle: 140
  - Upstate: 123

Top hashtag: #thankabenefactor

DESIGNWORKS EDUCATION – WINNER
NC A&T University New Student Center
Greensboro, North Carolina
Vinas Architecture
The IIDA Carolinas Chapter Board of Directors is excited to announce our 2020 Benefactor opportunities and look forward to working with you and your colleagues to help enhance our organization! Your contributions enable our Chapter to engage our members through professional enrichment and educational events throughout the year.

We continually strive to improve our benefits and make them more easily accessible for our valued Benefactors. Learning from the input shared by our current Benefactors, we maintained all of the improved benefits to continue them to be tangible in 2020.

This spread contains a complete listing of the 2020 Benefactor levels and the associated benefits. Please note we’ve maintained Design Works and Fall Forum perks, regular check ins and support from our Board. We’re even bringing back the A&D firm level to allow firms to participate and receive free project entry tickets for Design Works.

We look forward to working together this year as our Chapter continues to grow and we continue to elevate the future of design. None of this would be possible without your assistance and we greatly appreciate your continued support! If you have any questions or comments, please contact:

Beth Florence, IIDA, NCIDQ, EDAC
President-Elect
bethflorence@ls3p.com

OR

Rachel Pound, IIDA, NCIDQ
Director of Industry Relations
rachel.pound@cjmw.com

2020 IIDA Carolinas Chapter Benefactor Opportunities

Benefactor Benefits

Recognition on Chapter Benefactor banner displayed at all Chapter + City Center events

Recognition as a Benefactor on Chapter Website and in all Chapter + City Center e-mail blasts

Copy of IIDA Carolinas Chapter Electronic Membership Directory

Tickets to the DesignWorks + Annual Meeting in Spring

A&D Firm - 2 tickets, Bronze - 1 ticket, Copper - 2 tickets, Silver - 3 tickets, Gold - 6 tickets, Platinum + Diamond - 8 tickets + reserved table

Tickets to the Fall Forum in November

A&D Firm - 2 tickets, Silver - 2 tickets, Gold - 3 tickets, Bronze + Copper - 4 tickets, Silver - 5 tickets

Quarterly check-in to review unused benefits and receive an updated membership directory

Ad in the Chapter Wide Annual Event Program in the Spring

Silver - 1/2 page, Gold - 1/2 page, Platinum - 1 page, Diamond - 1 1/2 page

Dedicated newsletter introduction to all members

Two DesignWorks project entries

Company name with NC & SC Sales Rep. contact information listed on Chapter website

Sales team spotlight rep/team spotlight in newsletter once a year

Benefactor Spotlight feature in one Chapter or City Center e-mail newsletter

Company logo and link to website featured on IIDA Carolinas Chapter Website

One focus group session (two hour maximum) with four IIDA Professional Members

Sponsorship of the Board of Directors retreat to be held on a Thursday - Saturday in July

First right on refusal to present a CEU at our City Centers events

Minimum of two CEU events at 6 City Centers available a year

Early Bird DesignWorks + Annual Meeting Individual Sponsorship Opportunities

DesignWorks Award + Annual Meeting Full Table - $1000

includes early-bird commitment discount of 10%

DesignWorks Award + Annual Meeting Half Table - $500

includes early-bird commitment discount of 10%
**2020 CALENDAR OF EVENTS**

**JANUARY**
- Planning month for Board Members and City Center Directors
- Project Submission month for DesignWorks
- Student SHIFT Conference hosted by the Texas Oklahoma Chapter

**FEBRUARY**
- Student Design Days: Events focused on connecting students and professionals while advancing their pursuits and interests within the design industry.

**MARCH**
- CEU / Building Tours: Educational opportunities to expand awareness and skill sets of designers and industry affiliates. Many city centers offer building tours during this month to showcase local talent.
- FREE 23 hour intensive NCIDQ prep course for 13 members courtesy of our generous Benefactors.

**APRIL**
- Annual Meeting + DesignWorks Awards in Charlotte, NC. Event will also feature a Knowledge focused forum. This mega-event will take place on April 2nd.

**MAY**
- Philanthropic: Provides a focused month to give back to our local communities

**JUNE**
- Planning month for our Board of Directors. NeoCon provides us with an opportunity to see new products and we encourage all members to thank our Benefactors throughout the month.

**JULY**
- Annual Board of Directors Retreat: Planning for the entire year ahead and transitioning the new board members.

**AUGUST**
- Summer Social + CEU: Encourages design professionals and industry affiliates to relax and mingle after an educational CEU presentation.

**SEPTEMBER**
- CEU / Building Tours: Educational opportunities to expand awareness and skill sets of designers and industry affiliates. Many city centers offer building tours during this month to showcase local talent.

**OCTOBER**
- Annual Membership Drive: to share and celebrate the benefits of membership.

**NOVEMBER**
- Fall Forum: Chapter wide event encourages everyone to come together in one location across our states to share in a learning experience.

**DECEMBER**
- Holiday Parties: Typically with a charitable component

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**BENEFACTOR REGISTRATION**

Thank you for your consideration in contributing to our organization. Your support enables us to provide invaluable programs and events to the design community in the Carolinas throughout the year. Our organization would not exist without your support. We hope you find value in your relationship with our Chapter and welcome any feedback.

We recognize the fast paced lives we all have and the value of convenience. For this reason, we created an online registration page. From here you can select your desired Benefactor level, enter any contact information, and make your contribution via credit card or PayPal directly on that page. A receipt will be emailed to you automatically.

We appreciate the need for convenience, but hope you will consider making your contribution via check. We incur fees for the convenience of collecting an online payment through PayPal with credit cards. In an effort to maximize the value of your contribution, we encourage you to send your donation as a check.

We appreciate your contributions and the hard work and effort each of your local sales representatives provide the designers in our great community.

Follow this link to the 2020 Benefactor Registration

CLICK HERE

If you are mailing a check, please indicate the level of sponsorship desired and make checks payable to:

IIDA Carolinas Chapter
Attn: King Bostrom
100 N Tryon Street
Suite B220 PMB 171
Charlotte, NC 28202

Please note that the benefactor opportunities will close on January 31, 2020.
THANK YOU TO OUR GENEROUS 2019 CAROLINAS CHAPTER BENEFACTORS

DIAMOND

PLATINUM

GOLD

SILVER

Copper

Bronze

CBI Workplace Solutions • Daltile | American Olean
Mohawk Group

Interior Elements • Patcraft • Roppe • Steelcase + DesignTex

Bentley • Bonitz • Carolina Office Xchange • C.H. Briggs • Davis Furniture
Industries, Inc. • J+J Flooring Group

Knoll | Knoll Studio | Knoll Textiles | Spinneybeck | Filzfelt
Mannington Commercial • PMC Commercial Interiors

Architex Fabrics • Caesarstone • DARRAN Furniture • DesignSource3 • EKO Contract
Forbo Flooring Systems • Inpro Corp. • Jack Fetner Associates, Inc. • MDC

Michael F. Luther and Associates • MOMENTUM GROUP • MRG Southeast • OM Seating
Specified Solutions, Inc. • The Contract Group, Inc.